

AFFINITY MAPPING

Avoid These

Revent Waste

Excessive Maintenance

Dislike
Wasting pages/
Pages I don't
Use

Dislike
Bullet journal
Months -
not big enough
to write in
Concern:
NOT Enough space
to write

Dislike
Bullet journal
Why abandon: time + energy

Dislike
Bullet journal
Why Way too much
abandon: time to customize

Dislike
Bullet journal
Why Hard to keep
up with

Dislike
Old: Best self
Why abandon: Had to do too
much stuff

Dislike
Writing dates

Every user
has to
choose

Size

price

Dislike
Bulky

Dislike
old: print atlas
Why abandon: difficult to
carry around

Likes
"Right" size

Reasonable
Price

Worries/concerns:
Cost vs Worth

"It's a bunch of
paper"

Binding

Dislike
writing w/ spiral

Personality

Dislike
old: geography
bracket
Why abandon: try new planner
(don't self)

Dislike
old: don't self?
Why abandon: Only available at
certain times of
the year

Feelings

Positive feelings

Empowered

Trying to accomplish:
"To Be the Best"

Feeling
"like Gandolf"
Epic
In Control!

Feels
Empowered

Feel
like Head's
on right

Feel
Happy

Happy life
w/ organization

Feels good
to be honest
w/ self

End Game

Uses

User Goals

Classes +
Assignment

Family Tracking
(Food) (Expenditures)

Like
Meal planner

To Do
List

Combines time
and work

Relaxing on
Weekend time


Spend time
realistically


USES
Life


trying to accomplish
Organization


MAPPING CONTINUED

Selectables or choice

Basic Page Needs 
missing
Space for journaling
more note lines
Modular Customization


Unique ideas 
Like:
Top memos per week

Add pizzazz 
Highlighting/Color
Artistic



Goal Tracking 
Best Self has similar
no goal setting
trying to accomplish:
Move forward w/ goals
goals
check ins/tracking


Add'l purchases
buys
pens
buys
post-its + flags
buys
stickers


Beauty
Color coding
Needs
pre-pretty design
missing:
totally customized cover


Like:
Weekly Reflection
Daily Reflection
Reflection 


Basic Calendar Options


Monthly 
Monthly
looking ahead 
plan whole week
Likes to look ahead
Calendar (monthly/weekly/moony)


Weekly 
Needs
Weekly
like
Weekly spread

Daily 
(Each Day is not set)
flexibility w/ hours
Has Daily Page (w/ hours)
Like:
Daily 6am-11pm

Digital Advantages 
digital Reminders
Shareable Digitally
Google Suite

Digital Concerns 
Trying to avoid phone at night time
digital concerns:
Security (budgeting, cross-device)
doesn't care if goal is public

Hybrid 
Wants a hybrid paper/digital

Paper pros 
Old: google calendar
why similar: trying paper
Likes
paper + personal
Old: paper
why abandon: liked paper

Digital Relain

INSIGHTS

Insight #1

Users typically try several types of planners. It may be beneficial to provide a space where they can envision or plan for their planner. What types of layouts will they need? How much journalling space is necessary? This will reduce wasted space in their planner.

Insight #2

While some users enjoy digital platforms, there are other users with concerns about their information's safety. After the initial launch, we can explore secure options for a companion planner app that can excite and capture users who enjoy digital reminders / calendars.

INSIGHTS

Insight #3

Each user has specific, physical journal wants. We should provide a variety of options to allow users to customize the size and binding, as well as the style of planning page (monthly, weekly, or daily), the number of actual pages, and layouts of those pages.

Insight #4

When users are feeling empowered while succeeding by using their planners, we should provide a place to celebrate. User-generated content, discussion boards, etc. can help build a brand culture and inspire users to become brand ambassadors.